AMUSEMENT & MUSIC AMOA OPERATORS ASSOCIATION

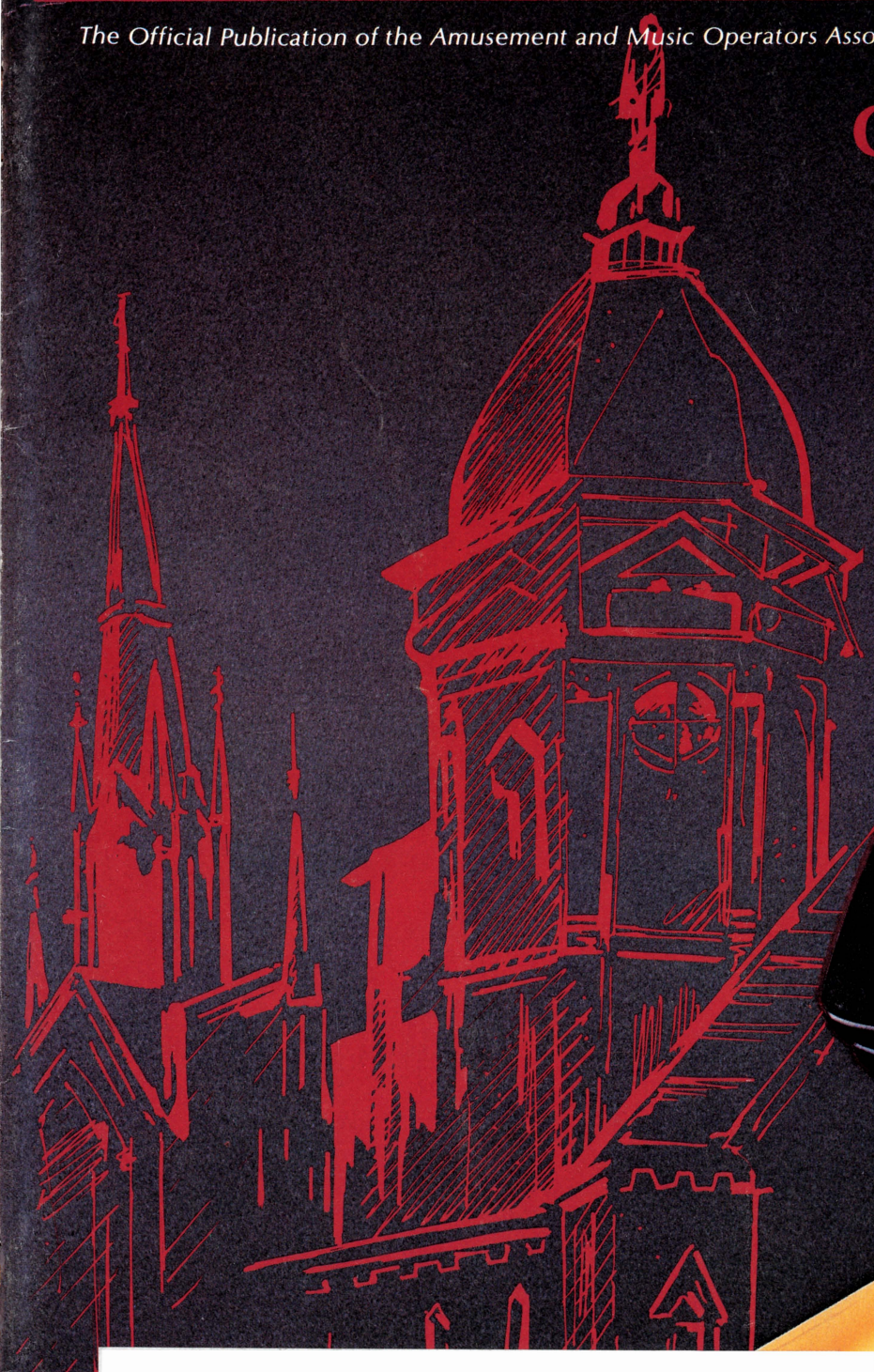
THE LOCATION

The Official Publication of the Amusement and Music Operators Association

March 1985

Coin-op Pros Don Cap And Gown

see page 4



AMOA Member nationally honored

—page 12

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March 1985, Volume 21 Number 3 ISSN-0747-3060

THE LOCATION

The official publication of the Amusement and Music Operators Association.

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This certification seal will be embossed on each graduate's certificate.

Coin-Op Pros Don Cap and Gowns As They Become Industry's First Certified Coin Machine Operators

After two and a half years of specialized industry courses, AMOA's Executive Development and Certification Program's first group of graduates are eagerly looking forward to becoming the industry's first Certified Coin Machine Operators at the end of next month.

What these graduates will have just completed is the two and a half year, AMOA sponsored, Notre Dame Executive Development and Certification Program that is geared to provide advanced, specialized training in the coin-op industry.

Education has always been a priority for AMOA. The association's standard for maintaining excellence by providing specialized industry knowledge, training and expertise, has been praised and its educational seminars have been a success. It is only fitting that the outcome of AMOA's Executive Development Program offers the industry's first certification for coin machine operators.

Through the dedication and efforts of such industry members as the last John Trucano, an AMOA Past President, the series of specialized seminars were implemented in 1972, as a means of helping operators help themselves.

What resulted was the highly successful birth of the AMOA connection with Notre Dame University that provided professional instruction accessible to all AMOA members.

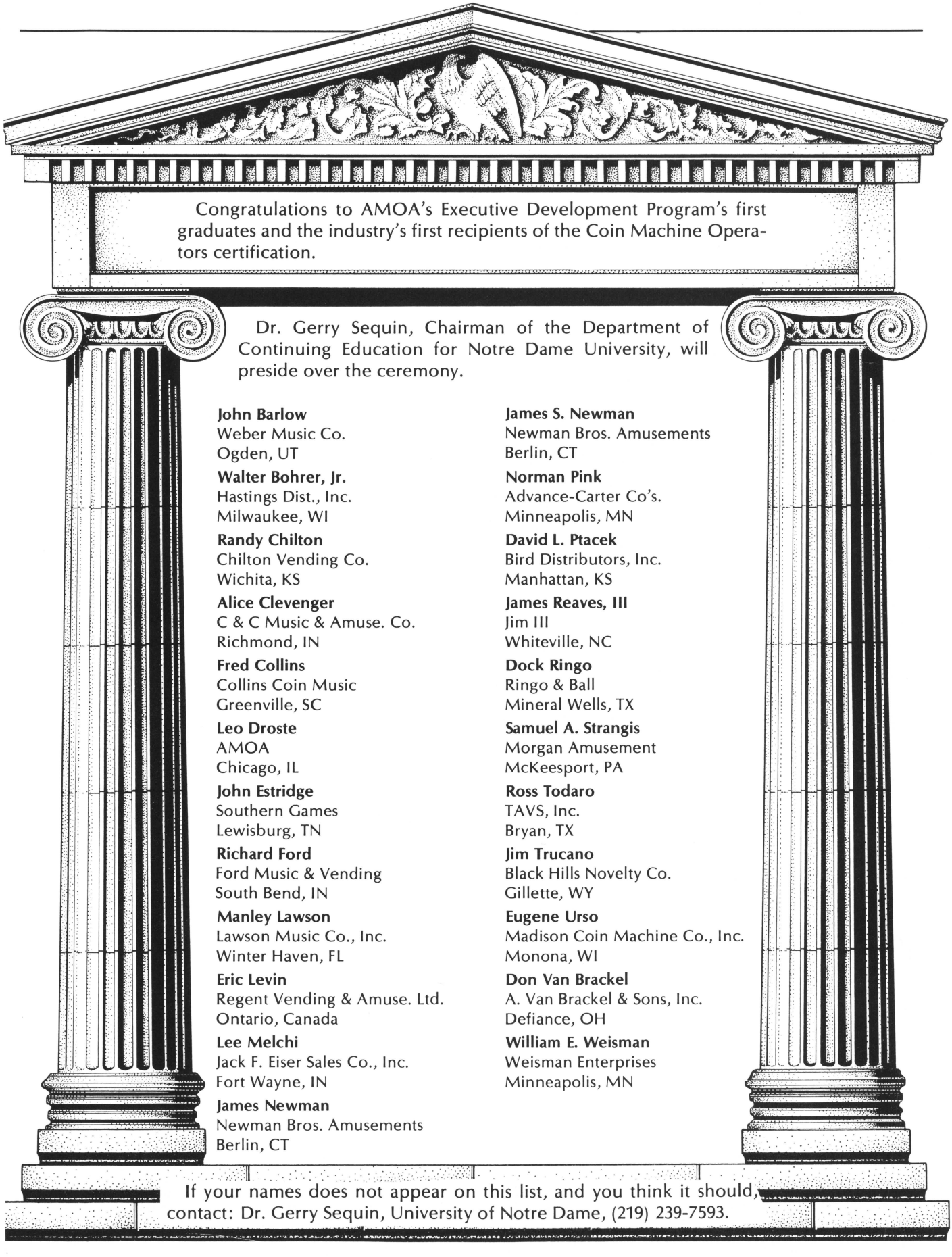
It wasn't until 1983, that the finishing touches were put on the current, more structured, twice yearly, four day seminar program that offered the certification. In the Spring of that year, 32 students enrolled and the program took flight.

Of the 32 students enrolled, 23 will have completed the five sessions to meet graduation requirements, to receive the Certified Coin Machine Operators (CCMO) designation and certificate.

On April 30th, 1985, on the evening preceeding the final half day review session, an official graduation ceremony, complete with caps and gowns and a private dinner will be hosted for the graduates and their families, during which they will receive their well earned CCMO certificate.■

It Is Not Too Late

Contact AMOA for details on joining the second set of industry management seminars leading to the Certified Coin-Machine Operator designation. The next session will begin March 24 and run through Noon on the 27th.■



Congratulations to AMOA's Executive Development Program's first graduates and the industry's first recipients of the Coin Machine Operators certification.

Dr. Gerry Sequin, Chairman of the Department of Continuing Education for Notre Dame University, will preside over the ceremony.

John Barlow
Weber Music Co.
Ogden, UT

Walter Bohrer, Jr.
Hastings Dist., Inc.
Milwaukee, WI

Randy Chilton
Chilton Vending Co.
Wichita, KS

Alice Clevenger
C & C Music & Amuse. Co.
Richmond, IN

Fred Collins
Collins Coin Music
Greenville, SC

Leo Droste
AMOA
Chicago, IL

John Estridge
Southern Games
Lewisburg, TN

Richard Ford
Ford Music & Vending
South Bend, IN

Manley Lawson
Lawson Music Co., Inc.
Winter Haven, FL

Eric Levin
Regent Vending & Amuse. Ltd.
Ontario, Canada

Lee Melchi
Jack F. Eiser Sales Co., Inc.
Fort Wayne, IN

James Newman
Newman Bros. Amusements
Berlin, CT

James S. Newman
Newman Bros. Amusements
Berlin, CT

Norman Pink
Advance-Carter Co's.
Minneapolis, MN

David L. Ptacek
Bird Distributors, Inc.
Manhattan, KS

James Reaves, III
Jim III
Whiteville, NC

Dock Ringo
Ringo & Ball
Mineral Wells, TX

Samuel A. Strangis
Morgan Amusement
McKeesport, PA

Ross Todaro
TAVS, Inc.
Bryan, TX

Jim Trucano
Black Hills Novelty Co.
Gillette, WY

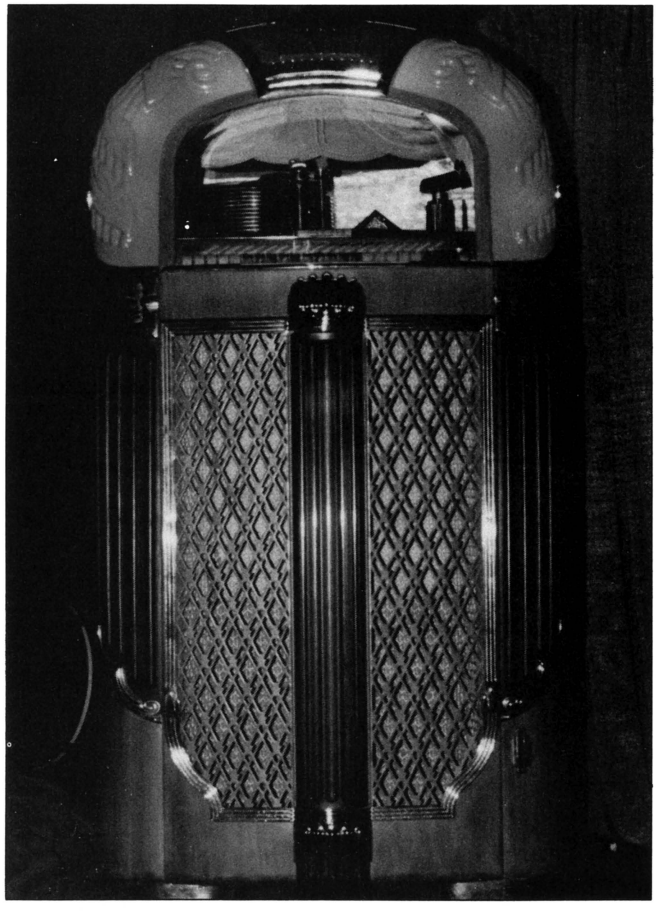
Eugene Urso
Madison Coin Machine Co., Inc.
Monona, WI

Don Van Brackel
A. Van Brackel & Sons, Inc.
Defiance, OH

William E. Weisman
Weisman Enterprises
Minneapolis, MN

If your names does not appear on this list, and you think it should, contact: Dr. Gerry Sequin, University of Notre Dame, (219) 239-7593.

Rare Rock-Ola Jukebox Arrives in Washington



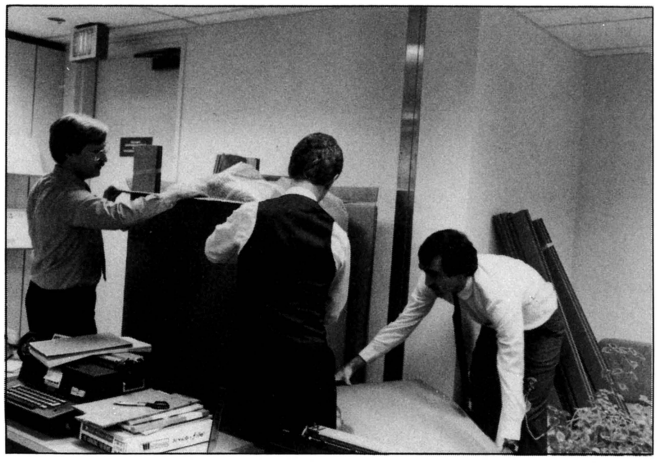
Model 1428 Magic-Glo Phonograph
Manufactured: 1948
Donated: October 27, 1984
To: The Library of Congress
By: David C. Rockola, Chairman of the Board, Rock-Ola Manufacturing Corp.
On behalf of the Amusement and Music Operators Association and The National Sound Industries of Mexico.

As one of the highlights of AMOA's annual Banquet, Awards Presentation and Stage show during the INTERNATIONAL EXPOSITION of GAMES and MUSIC last October, Mr. David C. Rockola, Chairman of the Rock-Ola Manufacturing Corp., and recipient of the industry's first Merit Award, was presented with one of his own rare 1948 Rock-Ola jukeboxes.

President of the National Sound Industries of Mexico, Raul C. Romero, presented Mr. Rockola with the 1948 jukebox in its original working condition.

Mr. Rockola, upon accepting the jukebox, then donated it to the Licensing Division of the Copyright Office, Library of Congress, Washington D.C., on behalf of AMOA and the National Sound Industries of Mexico, where it will become part of the permanent display in the Library of Congress.■

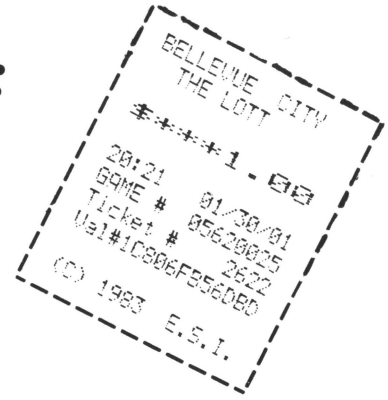
Do you have any 78 rpm records in mint condition? The Copyright Office is looking for them to place in the Rock-Ola 1948 jukebox, and if you have any that you are willing to donate, the Copyright Office could use your help. Contact: Julie Komat at the AMOA office at 2000 Spring Rd., Suite 220, Oak Brook, IL. 60521 or call (312) 654-2662 for your donation.



In December of 1984, the Copyright Office of the Library of Congress received the 1948 Rock-Ola jukebox with broad smiles. George Lanier, Public Affairs Specialist of the Licensing Division, (pictured in suit vest), John Martin, Section Head of the Examining & Processing Division (pictured with glasses) and James Cole, Assistant Chief of the Licensing Division (pictured with dark hair), carefully uncrate the classic jukebox in preparation for its permanent display in the Library of Congress. Visitors to our Nation's Capitol will have easy access to the Library's permanent collection that will now proudly house a rare Rock-Ola jukebox.

Nebraska Video Lottery Update:

The Plugs Are Pulled, But For How Long?



On December 31, 1984, at 12:01 a.m., in compliance with bill L.B. 744, the plugs on Nebraska's video lottery games were pulled as a ban on the machines took effect. But the question still remains—for how long?

For the time being Nebraska amusement game operators, Coin Operated Industries of Nebraska members and other groups and state officials that support the ban can rest easy with one victory to their side. However, the battle is far from over.

Since its inception in August of 1983, Nebraska's video lottery system has rapidly grown. The machines that are used in Nebraska's lottery system are modified "gray area" games, consisting of mainly Keno or card games, that dispense a printed ticket used to collect winnings from a cashier or other authorized personnel within the establishment.

As the first state in the nation to use videogames as lottery devices, Nebraska has come under attack by other states that fear legalization. For Nebraska, passage of the system slipped into operation due to the state's vague lottery law. From the beginning, Nebraska's attorney general stood firm that video machines are not covered in the law and sought an injunction against their use. However, the injunction was blocked and the machines were permitted to run until the district court could decide on their legality. It should be noted that Nebraska's lottery is not a state run game. The law allows municipalities and civic groups to run the games.

In January of 1984, a district court judge ruled in favor of the games as legal in the conduct of a lottery. After hearing the decision, the attorney general's office filed an appeal to the Nebraska Supreme Court.

In the meantime, the Legislature became involved, with the introduction of Bill 744 which would make the status of video lottery machines completely clear. **The bill defines any mechanical gaming device, computer gaming device, electronic gaming device, or video gaming device which has the capability of awarding monetary prizes, tickets or stubs redeemable for monetary prizes or free games, as illegal.** The bill also excluded such devices from the legal definition of a lottery and included the ban on all such games as of the first of January of this year. The bill was passed by a unanimous vote.

Supporters of the side to keep the video lottery running have not given up. Manufacturers and sponsors of the games are attempting to overturn the law with the introduction of a new bill that would repeal bill 744. The LOCATION will keep you updated as changes occur.■

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1 WIN 1 TOKEN
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FARRELL'S
THE PARTY PLACE
GOOD FOR FIFTY CENTS IN TRADE
50
HAPPY HOUR
GOOD FOR ONE DRINK
4:30 TO 7:00 P.M.
SUPER LUCKY WINNER
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GOOD FOR ONE DOLLAR IN TRADE
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Illinois Video Lottery Dispute Between State and Operators Continues

The video lottery news out of Illinois is both good and bad as far as coin machine operators are concerned, according to Arthur W. Seeds.

The executive vice president of the Illinois Coin Machine Operators Association, Seeds said earlier this month the state sponsored video lottery has "hurt our games in some areas."

This opinion is apparently shared by Michael J. Jones, superintendent of the Illinois Lottery. According to Jones, the first profiles of video lottery players show the machines to be filling just the consumer need they were intended to fill. He said the typical video lottery player is between the ages of 21 and 35, in contrast to the traditional 25-54 year old bracket. The new lottery players are a large portion of the adults who play regular videogames.

Research from the Illinois test also shows 70 percent of the video lottery players as having income of $25,000 or more per year; 66 percent attended or graduated from college; and 68 percent are employed in white collar occupations.

The historic lottery player has a middle income range of $11,000-$35,000 and work at primarily blue collar jobs.

The Illinois treasury has received approximately $300,000 since the test began four months ago. It had been projected the state would receive up to $1.3 million for the entire six month test.

Apparently the major drawback of the test has been the fact that three of the four games produced by the lottery's manufacturer, Bally Manufacturing Co., haven't produced the desired results. A recent article in the Chicago Sun Times labeled them "duds".

According to Jones, the most successful game, Space Marauders, has been a hit because it most resembles a regular videogame. Reportedly Bally has three new games ready to go before the expiration of the test. ■

Illinois Video Lottery Test Granted 3 Month Extension

Illinois' six month test of video terminals, which began August 1, 1984, has been granted an extension of three months which will end the test period on April 30.

Extending the total test period to nine months from six months will permit the lottery to make a better assessment of the long-term potential of video lotteries.

Working with the Bally Manufacturing Co. of Chicago, which has underwritten the experiment, the state installed 225 terminals in bars in Chicago, the northwest suburbs, Rockford and Champaigne-Urbana.

Although Bally had expected each terminal to generate about $1,000 a week during the test, many machines are only generating about $300 a week. Two of the four games originally offered on terminals have not been popular, lottery officials reported.

Included in the three month extension will be the introduction of two new games, Darts and Switcheroo. In the first game, the player shoots electronic darts at balloons. In the second game, a player tries to find a genie hiding in one of seven beer bottles.

Final test results will determine if Illinois remains in the video lottery business. ■

International Videogame Scoreboard Formed

Hi-Tech Recreations International Scoreboard, a company formed by arcade owner Bruce Scism and manager Darin Scism of Carolina Beach, North Carolina, is a new computerized scoring network which keeps up with the high scores on all videogames and the players that make the scores.

Working with all states in the nation and foreign countries, devoted game players now are able to receive the recognition they deserve for their achievements on individual games through the Hi-Tech Recreations International Scoreboard. The company also believes that by forming this accurate and up-to-date scoreboard, interest could continue to be stimulated in the entire videogame industry.

The Board of Directors of Hi-Tech Recreations, which consists of Bruce and Darin Scism, world record holders Leo Daniels and Jeff Scism, and computer programmer, Steve Caudhill, work together, using their knowledge, to determine if a score is legitimate, and what games go on the Top-20. Hi-Tech, a member of AMOA, also works with all manufacturers to keep updated on all new releases and old favorites.

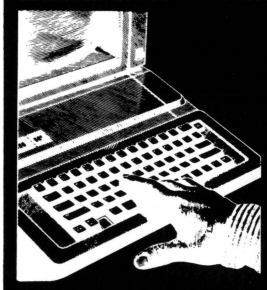
Any arcade can become a Hi-Tech official site and the network will only accept scores from these official locations. By becoming an official Hi-Tech location, you will receive monthly Top-20 scoresheets with the Top-20 games, their scores, the person who achieved the score and the location where the score was made.

The company also has a toll-free number, so any arcade or player can receive information on any particular game, or have questions answered.

The rules to the scoring are simple. First, the score must be made within a 4 hour time limit so the score will be based on skill and not endurance. Second, the score must be called in within a 48 hour time period after the score was made, and third, the game must be set to comply with Hi-Tech's official game settings. The official locations have score forms which are filled out and mailed in to Hi-Tech, to further validate the score.

If you would like to purchase a scoresheet, the Top-20 sells for $2.00 and a complete listing costs $5.00. If you are intersted in becoming an official location or would like more information, call: 1-800-334-1609. In North Carolina call: 919-458-5361.■

AMOA ALERT



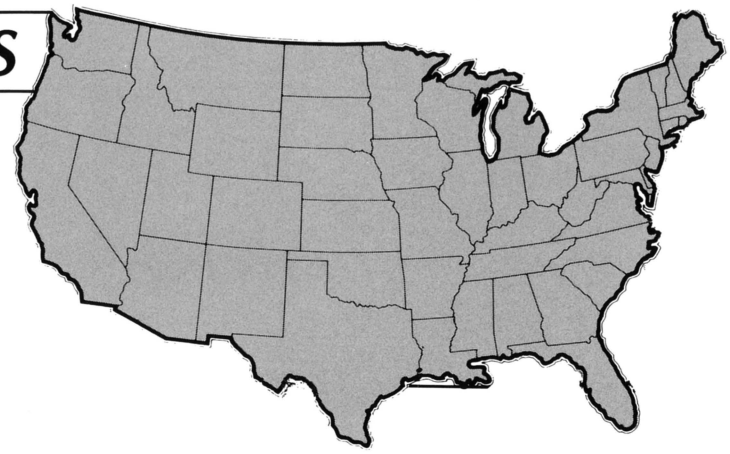
IRS Computers Are Checking Up on You

Did you report all of your interest income and dividends on your tax return? If not, you have a problem. The IRS document matching program is in high gear. Interest and dividend payments reported on Form 1099 have been fed into IRS computers.

Failing to report this type of income and getting away with it is now history. The IRS not only will catch you, but will engage in severe retribution. It will produce a notice of unreported income, the additional tax due, interest on the tax, and negligence penalties. The penalties are 5 percent of the additional tax and 50 percent of the interest. And remember, penalties are not deductible. The IRS makes a presumption of negligence that can be overcome only by "clear and convincing" evidence on the contrary.

This article is actually a warning: Report all of your interest and dividends on your tax return. Now, some advice: If you already have filed your return and failed to report any such income, file an amended return immediately. You must pay the tax and the interest, but should be able to avoid the penalties.■

AROUND THE STATES



Wisconsin Sets Site and Dates for Dart Tourney

The dates and site for next month's WAMO sponsored electronic dart tournament have been set for April 26-28, at the Guest House Inn and 41 Bowl Complex in Appleton, WI, and WAMO is confident the tournament could become the largest sanctioned in the country for electronic darts.

The WAMO Dart Committee has reported that it has secured a prize fund of nearly $5,000 cash and door prizes valued at over $2,000 to be added to the entry fees of the players. This guarantees that the tournament will furnish the largest purse of any such competition in Wisconsin.

The tournament is restricted to WAMO-sanctioned teams. This means that operators who furnish equipment for league teams wishing to participate, must be members of WAMO and must secure sanctioning from WAMO for each of their teams.

Tournament Coordinator, Dale Saunders, urges all operators to submit their sanctioning fees and rosters to the WAMO office as soon as possible. Based on player scores, he will then classify each so that tournament competition will allow all players, regardless of their level of expertise, to have a chance at winning.

For information, contact: Wisconsin Amusement and Music Operators, Inc., 5645 S. 108th St., Hales Corners, WI 53130, or call: (414) 529-4704 or (414) 425-7689.■

Illinois State Association Supports Hesch Scholarship Fund

Again the ICMOA Board of Directors has approved a $500 contribution to the Wayne E. Hesch Scholarship Fund established by the AMOA Foundation last year. The fund is in honor of Wayne E. Hesch, Past President of ICMOA and AMOA.

The fund will award scholarships in varying amounts to individuals who wish to pursue educational opportunities in any field of study in a program of continuing education. Tax deductible contributions should be forwarded directly to: AMOA FOUNDATION, 2000 Spring Road, #220, Oak Brook, Illinois 60521.■

New York State Coin Machine Association Appoints New Officers

During its annual meeting held last September, the following officers were appointed to the Board of NYSCMA:

President—Steve Hochman
Crown Vending Corp.,
Corona, NY;

Vice Presidents—Roland Smith
Magic Coin Devices
Syracuse, NY;

Roger Folz
Amusement Game Company
Oceanside, NY;

Vic McCarthy
Catskill Amusements
Hurleyville, NY;

Ron Bruno
Bruno Novelty
Camastota, NY;

Dick Driscoll
AB Equipment
Avon, NY;

Bob Prescott
Valley Service
Lewis, NY;

Secretary—Bill LaHart
Upstate Vending Service
Lake Placid, NY;

Treasurer—Don Erickson
Servomation Corp.
Elmira, NY

AMOA Operator Nationally Recognized As Business Woman of the Year

Amoa member operator Larrianne Simon, Huntsville, Alabama has been named one of the top 10 Business Women of the 1984 calendar year by the American Business Women's Association.

Mrs. Simon is manager of Pride Enterprises, Inc., and has been sole owner since 1976.

The Alabama business woman has been a member of ABWA since 1982, when she joined the Twickenham Chapter. She has held various offices and chairmanships, including president of 1984-85. Her election this year as her chapter's Woman of the Year qualified her for ABWA Top Ten judging.

An independent, three-judge panel selected Mrs. Simon for the national award from a field of more than 2,100 business women. Selections are based on advancement in business with consideration given to continuing education and involvement in community affairs.

Mrs. Simon has formed two other corporations since 1982, and is the only woman owner of a full-line coin-operated amusement company in Alabama, and one of few women, nationally.

"Whether you are entering the work force from school, or at 30 years," she says, "the rewards to be reaped of self-fulfillment, broader horizons, and the contribution of a job well done are available."

Larrianne Simon
"The Lady Operator from Alabama"

She and her husband, Erwin have five children between them, and are sponsoring and housing a student from Columbia, South America.

Now beginning its 36th year, ABWA is a national association dedicated to the educational advancement of business women. Locally and nationally, the association provides more than $3 mil-

lion in scholarships each year. ABWA currently has more than 2,100 chapters with over 110,000 members throughout the United States and Puerto Rico.

Also selected as the 1984 Top Ten Business Women of ABWA were:

Constance R. Alexander, psychotherapist, National Aeronautics and Space Administration (NASA), Johnson Space Center, Houston, Texas; **Barbara Kerr Beckman**, coordination associate, Exxon Company, USA, Baton Rouge, LA; **Masako Tani Boissonnault**, president, Arch-I-Form, Inc., Los Angeles, Calif.; **Betty Trent Campbell**, director, Atlanta Area Technical School, Atlanta, Ga.; **Betty Denton**, attorney and state representative, Waco, Texas; **Sharon Mae Elliott**, regional sales manager. Proctor & Gamble Distributing Company, San Mateo, Calif.; **Linda K. Kanyuh**, acting director, Indiana Department of Correction, Fort Wayne Urban Work Release Center, Fort Wayne, Ind.; **Mickey J. Parrish**, general manager, Big State Ranch/Baron Oil, Ruston, La.; and **Barbara J. Schlagetter**, production supervisor, General Motors Corporation, Detroit Diesel Allison Division, Dayton, Ohio.■

Coin-Op Woman Goes To The Top

By J. D. Meacham

(Editor's Note: Bringing you Larrianne Simon's comments and story is one of the things that the LOCATION is all about. Her's is not just a personal story, not just a business story and not just a woman's story. It is the story of the coin-op industry. A story built on principles of pride, honesty, fairplay, self-respect, and family and community commitment).

Starting with no capital, a second mortgage, little experience and a great deal of trepidation, Larrianne Simon embarked on a career that has blossomed under her care into a solid, service oriented full line operatorship in the Huntsville, Alabama area.

By 1976, her two co-partners were finding the coin-op sideline difficult to participate in since their primary careers at I.B.M. had meant relocation from the immediate Huntsville area.

Carefully surveying her options and resources Larrianne made the decision to buy them out. By the end of 1976, she completed the transition from partnership to full ownership of Pride Enterprises, Inc.

She has totally self educated herself in the workings of this industry . . . working through the bad times and never giving up. Continually looking for that small step of progress that builds to independence and service.

In 1982, with the videogame boom still looking very flush she pursued her cautious course . . . a lot of it dictated by sheer necessity, Larrianne is quick to point out. Rather than investing heavily in the new equipment which would have also meant borrowing heavily, she opted to take in two partners to work in only the videogame area . . . keeping the rest of her business independent from the fate of the videogame.

In the beginning she had problems convincing the already established clients that a woman could not only do the job but could do a good job—this was particularly true when it came to new locations. There was less resistance when it came to institutional accounts . . . such as colleges.

In the beginning, while still treading unsurely, she kept her visibility down and made both a business and personal decision to not intrude on her competitors. That is a policy that she still maintains even though time and the developing nature of her business interests has made keeping a low profile difficult—the result has been a well deserved respect.

Larrianne pays a lot of attention to loyalty. And that means loyalty to her locations, loyalty to her distributor and loyalty to her employees.

She abides by the rules and laws . . . both the letter of them and the spirit of them. That is a personal stand and she is convinced that it is a stand that has strengthened her business and her role in the community.

Through the hard times, her interest in PR helped keep her enthusiasm up. She deeply feels that great opportunities exist for operators all over this country to sustain the image that the videogames have given up of being on the leading edge of entertainment technology. "But we, as an industry, must keep informing our communities, and keep informing our communities and keep informing our communities. Operators are being listened to like never be-

(Continued on page 26)

THE JUKEBOX

Looking Back On A Piece Of Americana Part VI

Where It Began Where It's Going

The Glory Fades

In February's issue of the LOCATION, the history of the jukebox continued with one of the first casualties in the industry. The Mills Novelty Company which had manufactured one of the first jukeboxes in 1906, went bankrupt over 40 years later. The closing of the Mills company was to be one of the first signs of the troubled times that lay ahead for the jukebox.

During this time, two new forms of records emerged in the industry—the Long Playing 33 1/3 and the 7 inch 45. The addition of these new forms of records caused much confusion in the jukebox industry. Now, operators had three choices of records to purchase—78rpm, 33 1/3rpm and 45rpm. As if this weren't enough, operators also had to decide which type of jukebox to purchase, since not all were equipped to play each type of record. It wasn't long before the 78 rpm record lost out to its competitors and was finished in the jukebox industry. For a while, the battle was tough between the 33 1/3 and the 45 records, but it wasn't long before the 45 won out as ideal for the jukebox, and the 33 1/3 entered the home phonograph market.

Jukebox photos by Kaz Tsuruta, from the book "Jukebox The Golden Age" by Vincent Lynch and Bill Henkin. Hardbound version ($14) and softbound addition ($8.95) available through Jukebox Collector, 2545 Southeast 60th Court, Des Moines, IA, 50317, or call (515) 265-8324.

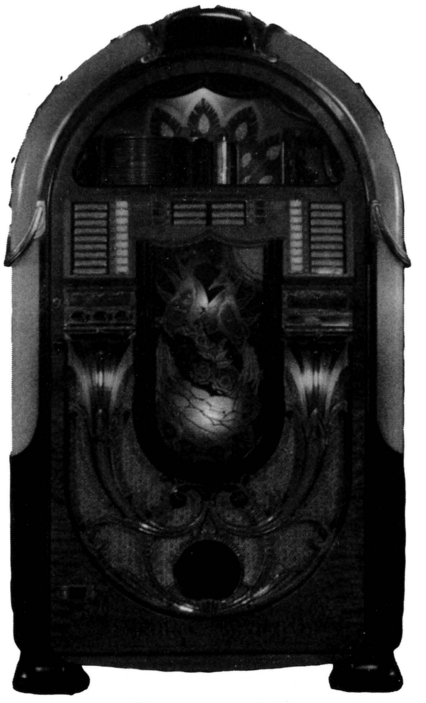
The newly formed Music Operators of America (MOA) had taken a stand on a new issue in 1950. It was the decision to raise plays on a jukebox from a nickel to a dime. MOA fought for the increase and by 1951, the last jukebox to accept a nickel was made.

Due to an examination by the Justice Department regarding distributorship under manufacturers, the Seeburg company was found in violation of the Sherman Anti-Trust Act. Seeburg took a consent decree stating that their distributorship procedures would be handled within the law, however, through this, the company lost control of their distributorship organization, and the decision was made to sell the company in 1956.

During the war, the powerful musicians union that Petrillo had previously organized, had succeeded in obtaining a modest royalty fee on each record sold. Now, in 1948, the union turned their attention to the jukebox. The jukebox's popularity had been at the expense of performing musicians and they were now demanding compensation. The battle for musical compensation was on, and Petrillo moved to turn it into a legislative one.

Musicians were fighting for a tax to be levied on every phonograph operating in a public place. Officers of state groups met with the MOA in Chicago to combat Petrillo's challenge.

During the next two years, Petrillo's jukebox royalty bills



Wurlitzer Model 850

went through Congress three times. Each time they were defeated by the MOA lobby. The American Society of Composers, Authors & Publishers (ASCAP), tried to pass their own more detailed bill in 1951, 1953, and 1956, but each was also defeated.

By the mid 1950's the jukebox had appeared to have gone as far as it could go. There was one machine for every 330 Americans. Seeburg, Rock-Ola and Wurlitzer were household names and the thousands of operators throughout the country were ordering records at the rate of 74,000,000 per year. Within the next 20 years the ratio of jukeboxes to the population fell to 1 for every 530 Americans, while refrigerators, TV's, autos and pinball machines nearly doubled.

For the operator, things had changed dramatically. The operator's share of total revenue had been reduced to favor the location owner. The price of a play had also risen to 25¢ and many argued it was too high. But the industry had promoted the raise in order to aid the operator's costs for new equipment.

Operators have gradually been led to diversify in order to stay in business and even today, it is rare to find a jukebox operator who doesn't have amusement machines and vending equipment on his route.

Other factors also play a role in the decline of the jukebox. Urban renewal has resulted in the loss of many prime locations.

Fast food establishments have also hindered the jukebox. The diner, roadside cafe and corner drug store used to be traditional locations for phonographs. Before, the public could go to a restaurant for a meal which would be served at a table and lasted about an hour. Customers were encouraged to take their time, play the jukebox and converse. But with the rise in fast food chains, the customer was encouraged to eat quickly and leave. Restaurants where the customer is able to relax, have opted for pre-recorded musak tapes over the jukebox.

With the public demanding high standards of sound quality and presentation, clubs have chosen to replace the jukebox with disco. Club owners have given up jukebox income to purchase expensive sound equipment of their own, along with some supporting additional costs for a disc jockey. Unlike the golden years, today it is extremely rare to see a couple dancing in front of a

(Continued on page 16)

THE JUKEBOX

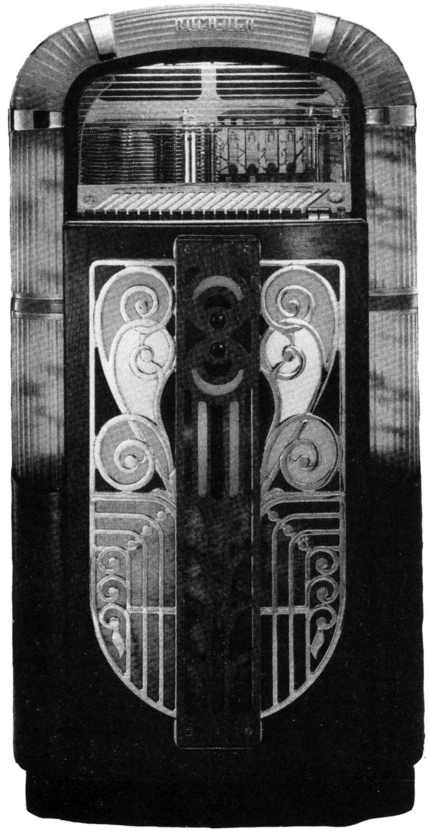
(Continued from page 15)

jukebox.

Another advance in sound technology, the stereo, which appeared in the '50's, was again too tough a match for the jukebox. The sound separation concept was not designed with the jukebox in mind. With the public developing a taste for realism, they invested in sophisticated home stereo components. The jukebox industry attempted to jump on the stereo bandwagon, but since its speakers were mounted in one cabinet, the stereophonic sound quality remained low.

But perhaps the single greatest threat to the jukebox in the postwar era has been television. This was the one thing that kept millions of Americans home during the evening. It became the dominant entertainment medium of the age, which at times nearly took over completely. The TV began to appear everywhere—including jukebox locations. When a sports event is televised, the jukebox is turned off.

As with the rise of stereophonic sound, jukebox manufacturers attempted to cash in on the television market. Various companies came out with the television jukebox, or video jukebox. As early as 1947, Mills introduced the "Panorama", which proved too expensive and impractical. Many others had been produced since then, but all were short lived. It wasn't until the 1980's and the rise of music videos, that video jukeboxes were able to gain a measure of success. The shortcoming of the earlier video jukebox was the fact that the public didn't want to have to watch the jukebox as an audience. The function of the jukebox had been accepted as a means of providing background music for talking, drinking and dancing.



Rock-Ola Model 1422

In the 1950's, the jukebox was a focus for youth culture. It was a device away from their home environment that could provide music from their idols. The jukebox emerged as a symbol of teenage independence.

By the 1960's the attitude of America's youth had drastically changed. A form of rebellion against the American way of life had set in. It began on the West Coast as a minor sub-culture that was experimenting with alternative life styles which focused on antimaterialism, good will and soft drugs. It spread rapidly and developed into a major movement that rooted itself in the college campuses of America. It was a movement of opposition that turned traditional values upside down, sprouting an original style and expression that was adopted by society at large. During this era, the jukebox had no place. It had become too closely identified with the 50's to survive. As new musical developments of the 60's emerged, the jukebox was pushed aside.

The new music of the '60's was intense and meaningful and popular composers of that time had given rise to the public's preference for long-playing records. Until then, the LP had catered to classical music. By 1967, rock albums had begun to sell more than 45's for the first time. Songs that were fifteen minutes long became commonplace, making them unsuitable for jukeboxes. The emphasis was on home phonographs once again.

Even though it remained absent from youth culture in the '60's, the fact that the jukebox came through that period undiminished in numbers of companies, is proof of its basic strength. Of course there were still many people left who drank beer and dropped quarters into the music machines, but nevertheless, the rejection of it by the younger generation unquestionably had a demoralizing effect on the industry.

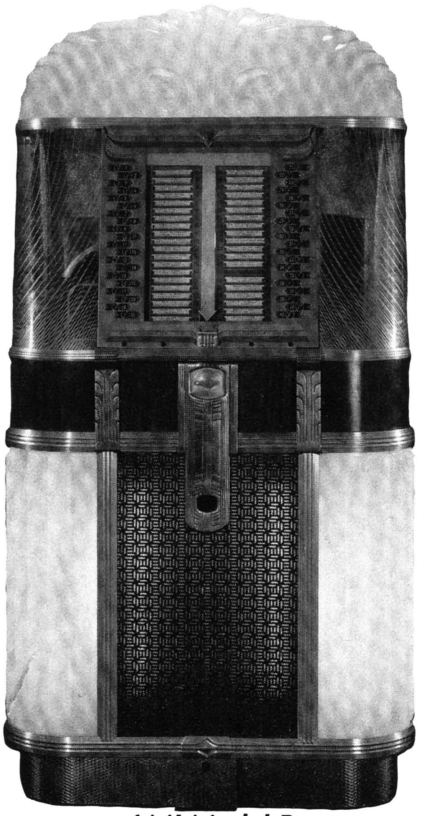
When America's worst economic recession since World War II hit in 1973, Seeburg experienced severe financial stress and soon left the industry. Wurlitzer, who had one of the biggest strong-

holds on the market in previous years, also went out of business in the United States.

Since 1973, new companies have entered the industry to manufacture jukeboxes, and others, such as Seeburg have re-entered, in hopes of regaining some of the lost jukebox glory as the industry starts to return to basics.

Today, the jukebox still remains a major factor in the coin machine industry and many believe that the jukebox will always have a home in America. However, the jukebox, a piece of Americana, continues to face unsteady waters. The days when the public couldn't wait to get down to their local soda shop or "juke-joint" to dance, meet with their friends and listen to the songs of their idols through the soft glow of a jukebox may never full flower again.

The fight to keep America's music alive through the jukebox continues by those who remember. They remember its glory, and its importance, but most of all, they remember the countless years of entertainment it brought and can once again bring to the American public.■



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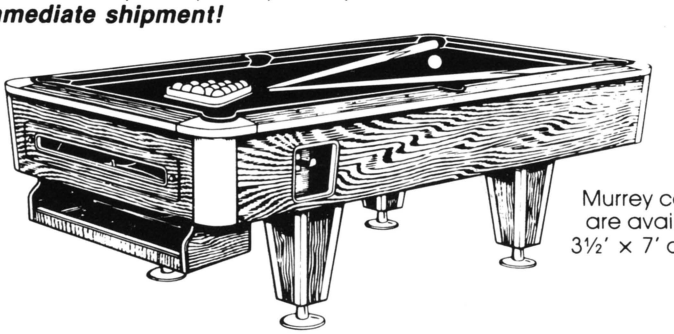

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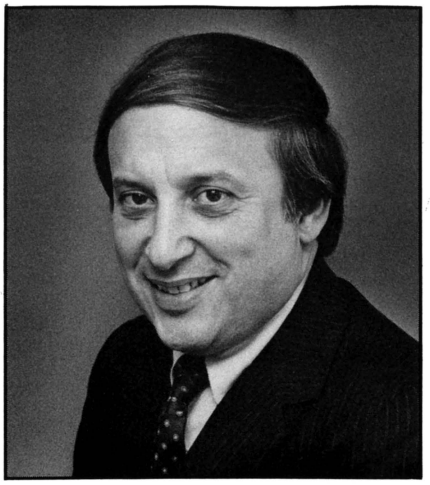
A Check List From AMOA To Start Your '85 Tax Year



By James L. Harfield,

Contributing Editor to the LOCATION

The best way to beat the tax collector is to continually monitor your tax situation according to an organized tax plan. Start early in the year. Update the plan after mid-year. Then you are ready to harvest your savings at the most important update—the final year-end tax planning session.

Like dieting, a successful year-end tax plan requires discipline and must be practiced regularly. But how do you organize such a plan? The key lies in dividing your planning between your business and personal taxes and using a comprehensive checklist as an organizational guide.

This article emphasizes the year-end aspects of tax planning, but the material also should be used as the basis for your planning right now in March.

Three things are essential to a successful year-end planning session. You must:

1. Arrange your meeting away from the office where the tax planning team—usually the company's top decision maker, top financial officer, and outside tax advisor—will have enough time to pinpoint financial and tax objectives and thoroughly analyze how to meet them.
2. Gather the essential financial information—last year's financial statement and tax return; projected year-end financial statements for the current year; and a projected profit-and-loss picture for the next year. Bring a schedule of all unused carrybacks or carryforwards and their expiraton date.
3. Bring a comprehensive checklist of possible tax moves to help achieve your objectives.

This article provides the checklist. But first, let's talk about your objectives. The primary objective is to jockey both income and expenses into the year—either 1984 or 1985—that will produce the lowest overall tax. However, sometimes the strategy is simply to delay tax as much as possible. Or was 1984 a loss year? If so, your best bet may be to increase the loss as much as possible. Why? Your loss can be carried back to prior years, giving you a refund on past taxes. Use the checklist more to jog your memory than as a technical analysis of the law.

Year-end Tax Planning for the Closely Held Corporation A Comprehensive Checklist

Balance-sheet Items

A. Cash
   1. Invest in tax-free municipals.
   2. Invest in dividend-paying stock of domestic corporation (85% tax free).

      CAUTION

      The Tax Reform Act of 1984 (TRA) kills this benefit if you borrow directly to carry such stocks.
   3. Does an excess amount of cash indicate an accumulated earnings problem?

B. Accounts receivable
   1. Write off all bad accounts.
   2. Make sure that your reserve for bad debts is adequate.
   3. Switch to the reserve method if you are not already on it.
   4. Make sure below-market loans to shareholders will not exceed $10,000 resulting in nondeductible imputed dividends.

C. Inventory
   1. Are overhead items being properly included or excluded?
   2. Are inventory levels and locations designed to minimize state and local property taxes?
   3. If long-term contracts are being performed, consider percentage of completion or

completed contract methods of inventory.

4. If not on LIFO, write down damaged, shopworn, odd-lot and obsolete goods to salable values, less direct costs of disposition. The value assigned must be established by actual offer for sale with 30 days of the valuation date. If they cannot be sold, junk them.
5. Consider switching to the LIFO method. If using LIFO, determine inventory levels needed at year-end to maximize benefits.

D. Investments
1. Realize gains to offset expiring operating or capital loss carryforwards.
2. Realize corporate capital losses to carryback against gains of prior years.
3. If subsidiaries have been purchased above book value, consider liquidation to obtain a step-up in basis. See Section 338.
4. Consider filing consolidated returns.

E. Property, plant, and equipment accounts
1. Instead of selling equipment, avoid gain by trading it in.
2. Initiate needed repairs.
3. If equipment is obsolete, sell it or abandon it so you can deduct the remaining book value.
4. Review all available depreciation possibilities.
5. **Place Property In Service** (either before year-end or after, or both) to maximize benefit of:
   a) first-year depreciation and
   b) investment tax credit.
6. Split acquistion of used property between two years to avoid $125,000 annual limitation for investment credit.
7. Pencil out what will give you best results:
   a) A 2% reduction in the investment credit or a reduction of the asset's basis.
   b) Accelerated or straight-line depreciation.
   c) Expensing the maximum amount ($5,000 in 1984) allowed.

HINT

Basis reduction (7a) and expensing (7c) do not pay for low-bracket taxpayers.

8. Deduct the cost of tires and tubes immediately, whether the vehicles were purchased new or used (Rev. Rul. 59-249, 73-357).
9. Consider impact of depreciation and investment credit recapture on disposition.
10. Buy equipment personally and lease it to the corporation. Your rent receipts will be sheltered by depreciation, but the rent must be set at fair market value. Pass the investment credit to the corporation.

F. Liabilities
1. Debt obligations—formalize all debt obligations (particularly to stockholders/officers). Issue notes at fair rate of interest, and pay the interest when due.
2. Structure payments received in advance to be eliminated from current income:
   a) service contracts
   b) inventory items, and
   c) security deposits.
3. Fix vacation pay liability sufficiently to warrant accrual.
4. Fix officers' and directors' bonuses by resolution before year-end.
5. Tax Reduction Act requires that compensation, rents and interest due to more than 50 percent shareholders be paid in cash to receive deduction.
6. With disputed amounts:
   a) Settle, possibly by deferring payments;
   b) Prepay, subject to future settlement;
   c) Transfer full amount to trust (or escrow) to be used to satisfy pending lawsuit. To the extent the trust funds are not used to satisfy a claim, the return of such funds is taxable in the year received.
7. Accrue payroll taxes (FICA and FUTA) on wages **earned and accrued** in current years, but paid in following year.

G. Capital stock
1. Consider an S corporation election or termination based on estimates of anticipated corporate earnings and your personal tax bracket.
2. Consider issuing a tax-free preferred stock dividend. See H-2 below for advantage.
3. Consider a stock option or bonus plan, either qualified or nonqualified.
4. Consider income and estate tax implications of a recapitalization, redemption, gifts, or other transfer of ownership techniques.

H. Earnings and profits
1. Pay tax-free dividends if there are no current or accumulated earnings.
2. Pay dividends. Although normally this is a no-no, it could help an accumulated earnings problem. Also, if preferred stock is held by low-bracket family members, dividends may help more than hurt.
3. Time dividends for the best tax advantage for the stockholders.
4. **Document reasons** for accumulating in excess of $250,000 and recite in corporate minutes. Retain all back-up documentation.

I. **Look at every other asset and liability on the balance sheet to**

(Continued on page 20)

Check List

(Continued from page 19)

determine if anything can be done taxwise.

If You Have A Cash Shortage

1. If corporation overpaid estimated income tax, file a quickie refund claim with Form 4466 within 2-½ months of year-end.
2. If you have a qualified pension or profit sharing plan, get an automatic 6-month extension. You can still deduct your current year, even though the actual payment is not made until 8-½ months after the end of your fiscal year.
3. Charitable contribution—fix liability by corporate minutes before year-end. You get current deduction, but you have 2-½ months after year-end to make payment.
4. Make charitable contributions in property. You can deduct up to twice the cost of inventory. (Section 170(e)).

Cash Basis Taxpayer

1. Same as 2 above for a qualified plan.
2. Desire to reduce income:
   a) Pay bills before year-end, except for rent, insurance and interest.
   b) Defer billing.
   c) Prepay non-inventory items.
3. Desire to increase income:
   a) Reverse of items on 2.
   b) Sell future services (at a discount to encourage same) and receive payment in current year.

Increasing/Decreasing Current Year's Deductions—Accrual Basis

A. Increasing deductions
   1. Bonuses/compensation
      a) Consider for officers and stockholder/employees. Watch reasonableness. Must pay more than 50 percent stockholder by year-end.
      b) Consider bonuses to the key people and other employees.
      c) Can nonrefundable commission be prepaid?
   2. Qualified pension or profit sharing plan
      a) Consider large contribution under a discretionary plan or increase benefits under a fixed benefit plan.
      b) Install a new plan.
      c) Fund past-service liability.
   3. Incur expenses that can be paid or accrued before the end of the year. **For example,** consider all of the following:
      a) Utilize maximum allowable (10% of taxable income) charitable deduction.
      b) Incur advertising, sales promotion, and production and mailing costs of catalogues this year so benefits will be received next year.
      c) Order and obtain all types of non-inventory supplies such as printed forms, sales brochures, and so on.
      d) Accelerated repairs and/or abandonments.
   4. Travel and entertainment
      a) Review all documentation for any facilities (such as yacht, plane, or club membership) to make sure business use exceeds 50 percent.
      b) Increase business use for balance of year.
   5. Attend AMOA educational seminars. The costs of tuition, books, supplies, transportation, and (if the course is out of town) meals and lodging are deductible if education maintains or improves skills used in your business.
   6. **Review each item on the profit-and-loss statement.**

B. Decreasing deductions
   1. In general, do the reverse of A above.
   2. Where any expenditure for this year will provide greater benefit in the next year:
      a) The key is to avoid the expenditure, **but** when this is not possible . . .
      b) Document the benefits for future years and charge to prepaid accounts.

Decreasing/Increasing Current Year's Income—Accrual Basis

A. Decreasing income
   1. Delay shipping to next year.
   2. Ship, but ship F.O.B. point of destination, so title does not pass until after year-end.
   3. Make sales on consignment or approval (sometimes called **guaranteed sale**). Outright sale with right of return yields instant income, not a deferral.
   4. Switch to the installment method. IRS permission is not needed. (See Section 453A.)
   5. Sell (and lease back) Section 1231 property at a loss.
   6. Instead of selling property, give up possession in current year but give buyer:
      a) Option to buy in next year, or
      b) lease with option to buy.
   7. Use escrow that closes next year.
   8. Where services (as opposed to inventory) are source of income, change billing procedure to defer billing into next month or quarter (this will have to be a permanent change).
   9. Structure advance payments received to be conditional, or in the form of a loan financing arrangement, rather than as a prepayment.

B. Increasing Income
   1. Occasionally the worm turns,

and it is advisable to accelerate income for reasons such as:

a) You expect to be in a higher income tax bracket next year.

b) A net operating loss is about to expire—don't lose it!

c) Other carryover benefits will be lost if not currently used.

2. The following techniques should be considered:

a) In general, the reverse of A above.

b) Encourage customer purchases in current year by:

*deferring payments;

*giving cash discount (next year)

*giving as advertising allowance, which you will pay and deduct next year;

*using your imagination to promote current sales.

c) Sell installment receivables

d) Sell (and lease back) appreciated Section 1231 property, Section 1245 property (personal), or Section 1250 property (real estate). Take back notes, but do not elect the installment method.

NOTE

Tax Reduction Act sweeps depreciation recapture into income in year of sale even if installment method elected.

Approaches With A Long-Term Effect

A. Change method of accounting:
   1. From cash to accrual basis;
   2. From specific chargeoff to reserve method for accounts receivable;
   3. Or make other changes, such as inventory pricing method.

   NOTE

   For all changes in accounting methods, file Form 3115 within 180 days after year-end. In most cases, IRS permission is automatic if you state your agreement to spread the tax effect over a ten-year period.

B. Long-term contracts

   Companies that have long-term contracts should consider electing the completed-contract method of reporting income.

C. Change your tax year-end
   1. IRS permission may or may not be needed. (See Rev. Proc. 84-34 for requirements when permission unnecessary.)
   2. Whether permission is needed or not, you must file Form 1128 on or before the fifteenth day of the second calendar month following the end of the short year.

Year-End Tax Moves For Your Personal Tax Return

Most personal year-end tax moves are obvious. It is easy to realize that if your income is high, additional income should be avoided and deductions should be accelerated. The following checklist contains only those items that normally are overlooked.

1. Interest income

   When investing in short-term notes that will give you interest income, have the notes become due in January of the next year. Thus, the interest, though earned in the current year, will not be taxable until paid in the following year.

2. Contributions to charity using capital assets

   If you have loss capital assets, sell the assets; you can deduct the loss. Then contribute the proceeds. If you have appreciated capital assets, gift the assets directly to charity. You can deduct the fair market value (subject to limitations), but the profit escapes tax.

3. State income tax

   Pay your January installment for the next year during the current year, thus accelerating the deduction for your state income taxes on your federal income tax return.

4. Appreciated capital assets you want to sell

   First, gift appreciated capital assets to your children or other low-tax bracket family members. Then let them sell the asset and realize the gain; they will pay less income tax than you on the same sale. Passing a long-term gain is good; a short-term gain is even better.

5. Worthless securities

   Obviously, when securities are sold, the exact amount and date of the loss can be pinpointed. However, if securities become worthless, the loss is deductible only in the year in which the security become worthless. Partial worthlessness is not allowed. The problem: In what year did the security become worthless?

TAX-SAVING HINT

Don't wait for your stock to become worthless. If you're not sure, sell it for one dollar to assure the tax loss in the right year.

WARNING

Failure to deduct a worthless stock loss in the right year will cost you the deduction forever.

SOME HELP

Although the normal statute of limitations is three years, a

(Continued on page 22)

Check List

(Continued from page 21)

special seven-year statute stretches the refund claim period to seven years for worthless security losses.

6. New capital-gains strategy

Since the capital-gains holding period is down to six months and a day for capital assets bought after June 22, 1984, be more patient if a profitable stock begins to decline in price after four or five months.

Rule Of Thumb: If you are in the highest tax bracket, you can afford a 38 percent dip before you are better off selling and paying the regular tax rate. For example, you pay $100 for stock that rises to $200. If the stock falls to $162 yielding long-term capital gain, your tax cost is only $12 (20% of $62), leaving you a $50 after-tax profit. Remember, only 40 percent of long-term capital gain is subject to tax; 60 percent is tax-free. The result is the same as taking your $100 short-term profit and paying a 50 percent tax.

On the other hand, if your investment shows a loss as you approach the six-month time line, taking a short-term capital loss is probably your best tax strategy. Why? Such losses are deductible against other ordinary income, up to $3,000 per year. Long-term capital losses require $2 for each $1 of deductible loss.

Warning! Capital assets purchased on June 22, 1984, or before must be held one year and a day to get the benefit of long-term capital gains.

SUGGESTION

Make a schedule of these assets to monitor your strategy (same as for six months above) as you get near the one-year time line.

7. Bond swapping

A properly executed swap generates tax losses while maintaining your investment position in the bond market. Examine your portfolio as the year draws to a close to identify bonds that will give you a loss if sold. Sell them, thus capturing your capital loss. Then immediately reinvest the proceeds in comparable bonds with **similar** coupon values, maturity dates and credit ratings. This maneuver beats the wash sale rule, which prevents you from selling and repurchasing **identical** securities unless you wait at least 31 days.

8. Installment Sale Option

Under stock exchange rules, securities transactions normally "settle" on the fifth business day after the sale. The settlement date is when the stock certificates are delivered and payment is made between the brokers. December 21 was the last day in 1984 to make regular sales that will show a profit. Now, watch this tactic: Unlike sales before December 24 (which **must** be reported in 1984) and sales after December 24 (which **must** be reported in 1985), if you sell appreciated securities on or after December 24, but before year end, you have an option.

Such profit sales qualify as installment sales, and you can elect to report the gain in either 1984 or 1985. Losses, on the other hand, must be taken on the date the security is sold. For example, a Decmeber 31 sale resulting in a loss must be reported in 1984.

TAX-SAVING HINT

The installment sale election need not be made until the due date of your 1984 tax return, including extensions. So file for an automatic extension and postpone your decision date until August 15, 1985. By that time your 1985 tax picture should be in good focus.

Year-end tax planning is always a win-win situation. Although this article will get you started, it does not attempt to cover every situation, exception or trap. Simply put, it is not a do-it-yourself kit. Get professional help.■

AMI Introduces All-Electronic Entertainer II

Automatic Musical Instruments, Inc. (AMI) has announced the addition of The Entertainer II, a new all-electronic version of the piano/orchestrion, to its line of automatic musical systems.

AMI president, Rod Rice, said that production has already begun on the new instrument. The Entertainer II, which can be played manually as a piano, or automatically by using specially coded instruction tapes, will offer many advantages over previous models. When piano keys are depressed, the electronic contacts reproduce the sound and tone of an acoustic piano, but the new instrument will never require tuning, a real bonus for owners. In addition, dual volume controls for the piano and instrument sections provide more flexibility in sound.

Instruments included in the cabinet in addition to the piano are the xylophone, bass drum, snare drum, wood block, triangle, tambourine and cymbal. The leading glass or plexiglass panel covering the instruments can be ordered with a business logo or name in the design to customize the instrument.

Tapes which operate the Entertainer II automatically can be stored in a convenient drawer above the keyboard, eliminating former storage problems. Weight of the instrument has been reduced to only 275 pounds, compared to 650-700 pounds for previous models.

A wide variety of music for all occasions and preferences is offered for both the piano and orchestrion. Rice took his cabinet design requirements to furniture makers in North Carolina to achieve the fine quality of the cabinets, which are handmade of oak.

AMI introduced the Entertainer I in 1983 for commercial and home use. "With the introduction of our latest model, we're offering the best of old and new," said Rice. "People continue to be fascinated with the quality and charm of the orchestrion and now they can enjoy it with virtually no maintenance."■

AMI, Entertainer II

Rowe Announces C&W, Urban Contemporary Specialty Tapes For Video Jukeboxes

Whippany, NJ—Less than a year after introducing its Video Jukebox, Rowe International is offering diversified programming choices to satisfy popular demand for music videos.

"Beginning in February, a Country specialty tape will be available as an alternative to our regular mixed tapes," explains Michael Reinert, Rowe's Director of Video Operations. "Another specialty tape that features Urban Contemporary music will be introduced in the early Spring."

"With nearly a year of video program production under our belts, we feel the time is right to provide more programming choices. This will allow locations to determine and offer the kind of music their customers want to hear and see. At the same time, we're counting on this programming flexibility to make our Video Jukebox an even more attractive proposition to many more locations."

Reinert cites a particularly heavy demand throughout the South and the West for more country videos. He points out that "the rapid increase in country video productions will enable Rowe to respond by producing the new Country specialty tape."

Rowe currently has approximately 300 of its Video Music Entertainment Centers in operation throughout the country in locations ranging from bars to taverns to hotel lounges, dance halls, video arcades, amusement parks, colleges and military bases. There's even a very profitable unit in a Philadelphia laundramat.

Each program, produced by Rowe for the Beta Hi-Fi tape players in the Video Jukebox, features 40 videos or about 3 hours of programming. New tapes are produced and distributed each month, and orders can be made 3 to 4 weeks in advance.

"The Country Specialty tape will feature 20 country videos," Reinert reports. "The other 20 videos will be primarily rock and pop. The same formula will apply to the Urban Contemporary tape. Those locations that don't choose either of the specialty tapes will get more rock on their machines."

He also adds that last February's regular mixed tape features the top videos of 1984 according to locations that feature the Rowe Video Jukebox.■

YESTERDAY

If this looks familiar, go take a look at your current membership plaque. The plaque shown was the original going through its transition to the new and current emblem appearing in 1966.

Thank You

A very special thanks to Ted Nichols of Automatic Amusement & Vending Services, Fremont Nebraska and Past President of AMOA and current President of the Coin Operated Industries of Nebraska, for his generous donation of MOA memorabilia and historical information. The material donated by Mr. Nichols will be placed into the AMOA archives.■

SERVICE BULLETIN

Bally MIDWAY MFG. CO.

10601 WEST BELMONT AVE.
FRANKLIN PARK, ILLINOIS 60131
(312) 451-9200
TELEX: 72-1596

GAME: **BIG BAT**
SUBJECT: **P.C. BOARD INTERCHANGEABILITY**

The following P.C. Boards have been used before in Bally Midway Pinball Games.

P.C. BOARD	INTERCHANGEABLE WITH
1. MPU Board	Baby Pac-Man, Gold Ball, Grand Slam and Midnight Marauders. (Except Program IC's and Jumper Combinations.)
2. Squawk & Talk Module	Any Bally Midway Game to Date that used the Squawk and Talk Module. (Except Program IC's and Jumper Combinations.)
3. Six Digit Display Driver Module	Any Bally Midway Pinball Game to Date.
4. Rectifier/Power Supply Module	Grand Slam, Gold Ball & Midnight Marauders.
5. High Voltage Lamp/Solenoid Combination Module	Grand Slam and Gold Ball.

Coin-Op Woman

(Continued from page 13)

fore. By their accountants, by their bankers, backers and community. Those that have stuck to this industry and weathered the Boom-/Bust of the past few years have come out of it with new reputations for being good business men and women."

Strategy

Mrs. Simon has taken the approach of investing in top line used videos and conversions rather than buying new equipment. A strategy that is being echoed by operators from Maine to California. She has felt particularly lucky winding up in Huntsville because its cross section of Southern graciousness coupled with high technology industry base let her grow.

Role of Women

When questioned as to the advantages and disadvantages of being a woman in the industry; Larrianne is quick to point out that her first marriage experience in the more traditional roles of involvement as a wife and mother in civic affairs carried over to her business life and became one her strongest assets.

According to Mrs. Simon, our business is becoming attractive to women. In part because of the changing image that has occurred since the videogame. "For women there is room, there is excitement, there are opportunities offered far beyond the scope of other professions. There is a pride of ownership and there is the pride of providing a valuable service to the community. This is a great field for a woman if she is business minded." Larrianne freely predicts that women's role in this industry will expand in the next 10 years "partially because women bring a depth and breadth that works to the industry's advantage."

Advice to Women

"It is an asset during this time in our country's history that women are being recognized as professionals and that spills over to provide a solid backdrop for women attempting careers in non-traditional fields everywhere," says Larrianne.

Women need to maintain this professionalism and must continue presenting themselves as competent business people who know their businesses and are interested in their customers.

If they are going to become coin-op owners they must realize that "THIS INDUSTRY IS NO LONGER OUTSIDE THE COMMUNITY WHICH IT SERVES—IT IS PART OF IT . . . IT HAS TO BE. To succeed you have to be (1) a sales person and (2) sustain the service you have sold."

Larrianne credits sound advice from an early IBM friend (that man went on to leave IBM and found his own coin-op business in Tennessee) and her association with AMOA for sustaining her.

AMOA

"Membership in AMOA exposed me to movement in the industry, it encouraged me through the enthusiasm of the seminars. My membership in AMOA assured me that I wasn't alone, especially since we have no state association in Alabama."

"It has been costly going to the yearly Expo but it is a necessary part of my personal and business growth." (Larrianne makes it a consistent policy to take people with her each year).

"Without AMOA" according to Mrs. Simon "the industry would be in a chaos because it is the vital **public** element of the industry. The National Association is our stabilizing influence."

Membership in AMOA has given Larrianne a sense of industry identity and what she has learned through her national membership, and attendance at the Expo and keeping up with AMOA newsletters, bulletins and alerts has helped her when dealing with her clients. It lets her speak in the third person, "the trend is" "the future will be". A tool she has developed that takes the "self" out of relating to her customers when it comes to giving guidance on equipment selection and placement.

Larrianne Simon is one of 10 top buisness women in the U.S. at large but to this editor she's number one, and she captures the essence of this industry and its concern when she advocates that, "WE NEED TO REACH EVEN MORE OPERATORS, AT THE STATE LEVEL, AT THE NATIONAL LEVEL. THEY NEED TO KNOW THAT UNIFYING IS NOT ONLY COST EFFECTIVE, IT IS PERSONALLY EFFECTIVE.

"IF ALL OPERATORS REACHED OUT AND DELIBERATELY TRIED TO KNOW THE INDUSTRY BETTER THEN THE CALIBER OF ALL OF US WOULD IMPROVE."

"OUR STANDARDS AND RULES MUST BE CONSTANTLY UPGRADED AND THAT HAPPENS THROUGH THE NATIONAL ASSOCIATION."

"WE NEED TO GROW OUT OF THE TURMOIL OF OUR PAST. THERE IS NO REASON FOR US NOT TO OPERATE LEGALLY AND TOTALLY ABOVE BOARD . . . TO WALK WITH PRIDE AND DEDICATION IN OUR COMMUNITIES."■

IN PASSING

A useful free brochure on financial planners is now available and it will prove helful if you've been wondering whether you should hire one. The brochure tells what planners do, how to pick one, etc. . . If your would like a copy of "Building a Capital Base", write: the International Association for Financial Planning, Suite 120-C, 5775 Peachtree-Dunwoody Rd., Atlanta, GA 30342. Or call: (404) 252-9600.■

Motor vehicles with daytime running lights have a crash rate that is 22 percent less than other vehicles.■

An analysis of business-travel costs discloses that the single highest travel expense is airfare, accounting for 44 cents of every dollar. Lodging runs second, at 25 cents of each dollar.■

In *Psychology Today*, Mr. Shannahoff-Khalsa points out that scientists believe language and math skills are controlled by the left side of the brain, while creativity is controlled by the right side. New findings show that when you breathe mainly through your right nostril, the left side of your brain dominant, and vice versa. Altering your breathing pattern can shift the balance in your brain, he claims.■

There are over 650,000 cigarette vending machines on location throughout the U.S.A. Approximately 8% of the cigarette industry volume is sold through vending machines and approximately 22% of single package sales throughout the U.S. are made through vending machines.■

The Arkansas Music Operators Association has some interesting forecasts for the '80's, as reprinted from their January 1981 and 1985 newsletter.
BUSINESS will continue to go where invited . . . and remain where appreciated.
REPUTATIONS will continue to be made by many acts . . . and lost by just one.
PEOPLE will go right on preferring to do business with friends.
"THE EXTRA MILE" will have no traffic jams.
ENTHUSIASM will be as contagious as ever.
TRUST . . . not tricks . . . will keep customers loyal.
QUALITY will be prized as a precious possession.
THE GOLDEN RULE will still be the best map we follow.■

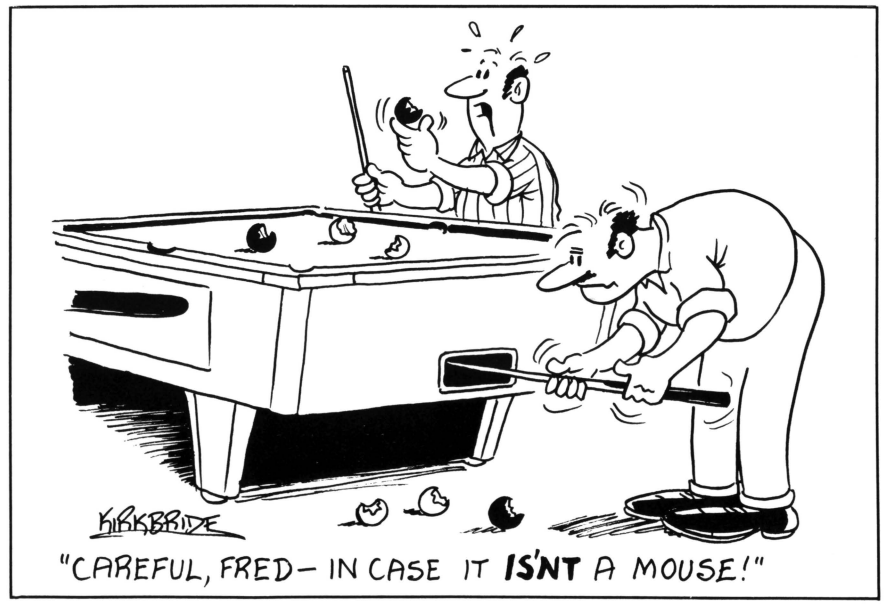
A directory of federal help for small companies is now available for $7 from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Ask for the "Handbook on Small Business" and mention S/N 052-071-00680-0. It's a guide to all government aid designed specifically for small operators.■

CLASSIFIEDS

POKER MACHINES

For Sale

Used Kramer Model II
Joker Poker Games
Excellent Condition
Will warranty for 60 days.
Call 1-800-431-1953
Ext. 239



Calendar of Events 1985

MARCH

NORTH CAROLINA COIN OPERATORS ASSOCIATION
March 30
Contact: Bobby Earp
(919) 584-4833
General Membership Meeting
Raleigh, NC

SOUTH CAROLINA COIN OPERATORS ASSOCIATION
March 8-10
Contact: Nita Byars
(803) 738-0652
Annual Convention/Trade Show
The Carolina Inn
Columbia, SC
Exhibits

EXECUTIVE DEVELOPMENT PROGRAM
Session I
AMOA—Notre Dame
March 24-27
Contact: AMOA
(312) 654-2662
Notre Dame University
South Bend, IN

APRIL

WASHINGTON AMUSEMENT & MUSIC OPERATORS ASSOCIATION
April 13
Contact: Yvonne Kline
(509) 457-5891
General Meeting

AMOA MID-YEAR BOARD OF DIRECTORS MEETING
April 16-19
Contact: AMOA
(312) 654-2662
Hilton Hotel
Lake Buena Vista, FL

FLORIDA AMUSEMENT VENDING ASSOCIATION
April 17-22
Contact: Robert Rhinehart
(904) 878-3134
Convention/Trade Show
150 Booths Available for Exhibits

UTAH AMUSEMENT & MUSIC ASSOCIATION
Specific Date Not Set AT Press Time
Contact: Craig Johnson
(801) 451-0101
General Meeting & Pool Tournament

SOUTH DAKOTA MUSIC & VENDING ASSOCIATION
Specific Date Not Set At Press Time
Contact: Mike Trucano
(605) 996-8175
South Dakota 8-Ball Championships
Pierre, SD
Exhibits

MARYLAND AMUSEMENT OPERATORS ASSOCIATION
Specific Date Not Set At Press Time
Contact: Tom Foley
(301) 987-9062
Annual General Meeting/Convention

EXECUTIVE DEVELOPMENT PROGRAM
Session V
AMOA-Notre Dame
April 28-May 1
Contact: AMOA
(312) 654-2662
Notre Dame University
South Bend, IN

MAY

OHIO MUSIC & AMUSEMENT ASSOCIATION
May 9-11
Contact: Paul Corey
(614) 221-8600
Hyatt Regency/Ohio Center
Columbus, OH

INDIANA AMUSEMENT & MUSIC OPERATORS ASSOCIATION
May 11-12
Contact: David Dougan
(812) 362-8217
Indiana State Pool Tournament
Howard Johnson's East
Indianapolis, IN

WISCONSIN AMUSEMENT & MUSIC OPERATORS
May 17-19
Contact: Joe Phillips
(414) 529-4704
Convention/Trade Show
Fox Hills—Michicot, WI
Exhibits

AMUSEMENT & MUSIC OPERATORS OF TEXAS
May 30-June 2
Contact: Don McCullough
(512) 454-8626 or
Contact: Vancie Todaro
(409) 779-8666
Convention
Hershey Hotel
Corpus Christi, TX
Exhibits

JUNE

CALIFORNIA COIN MACHINE ASSOCIATION
June 7-8
Contact: John Wendt
(916) 441-5451
Annual Convention
Hyatt Regency
Monterey, CA

COIN OPERATED INDUSTRIES OF NEBRASKA
June 8-9
Contact: Ted Nichols
(402) 727-1822
General Meeting
Ramada Inn Central
Omaha, NE

ILLINOIS COIN MACHINE OPERATORS ASSOCIATION
June 21-23
Contact: Art Seeds
(312) 369-2406
Annual Meeting
Holiday Inn East
Springfield, IL

MUSIC & AMUSEMENT ASSOCIATION, INC. (NEW YORK)
June 21-23
Contact: Ronald Koppelman
(212) 245-7550
Annual Convention
Exhibits

PENNSYLVANIA AMUSEMENT & MUSIC MACHINE ASSOCIATION
June 21-23
Contact: Ernest Kline
(717) 737-5675 or
800-521-7778 (PA only)
Convention '85
Hershey Motor Lodge & Convention Center
Hershey, PA
Exhibits

JULY

MISSOURI COIN MACHINE COUNCIL
July 9
Contact: Art Hunolt
(816) 359-3022
Annual Business Meeting
The Gas Light Room
Macon, MO

WASHINGTON AMUSEMENT & MUSIC OPERATORS ASSOCIATION
July 13
Contact: Yvonne Kline
(509) 457-5891
Quarterly Meeting/Nomination of Officers
Thunderbird Motor Inn
Yakima, WA

MINNESOTA OPERATORS OF MUSIC & AMUSEMENTS
July 19-21
Contact: Hy Sandler
(612) 927-6662
Annual Summer Outing & Seminars
Radisson Arrowwood Resort
Alexandria, MN

AUGUST

WYOMING CANDY, TOBACCO, COIN VENDORS ASSOCIATION
August 16-18
Contact: Tom Kilty
(307) 635-6467
Annual Convention
Holiday Inn
Sheridan, WY

SEPTEMBER

NORTH CAROLINA COIN OPERATORS ASSOCIATION
September 5-8
Contact: Bobby Earp
(919) 584-5833
NC Exposition of Games & Music
Adam's Mark Hotel
Charlotte, NC
Exhibits

WISCONSIN AMUSEMENT & MUSIC OPERATORS
September 6-7
Contact: Joe Phillips
(414) 529-4704
Fall Conference
Radisson Hotel
La Crosse, WI

Calendar of Events 1985

WEST VIRGINIA MUSIC & VENDING ASSOCIATION
Location & Date to be Determined
Contact: Leoma Ballard
(304) 949-3289
Exhibits (25 Booths)

OCTOBER

AMUSEMENT & MUSIC OPERATORS OF VIRGINIA
Possibly Second Week in October
Contact: Louis Corso
(804) 359-2030
General Membership Meeting
John Marshall Hotel
Richmond, VA

WASHINGTON AMUSEMENT & MUSIC OPERATORS ASSOCIATION
October 12
Contact: Yvonne Kline
(509) 457-5891
General Meeting/Election of Officers

1985 INTERNATIONAL EXPOSITION OF GAMES AND MUSIC
October 31-November 2
Contact: AMOA
(312) 654-2662
Hyatt Regency Chicago
Chicago, IL

AMUSEMENT & MUSIC OPERATORS ASSOCIATION OF NEW JERSEY
Date Not Set At Press Time
Contact: James Cuccio or Michael Redpath
(201) 929-1667
Annual Dinner Dance/Installation of Officers

NOVEMBER

MUSIC & AMUSEMENT ASSOCIATION, INC. (NY)
Location & Date to be Determined
Contact: Ronald Koppelman
(212) 245-7550
Annual Meeting & Election of Officers

MONTHLY MEETINGS/SEMINARS

MARYLAND AMUSEMENT OPERATORS ASSOCIATION
Monthly Luncheon Meeting
Contact: Tom Foley
(301) 987-9062
Colony 7 Restaurant
Baltimore—Washington
Pkwy. at Rt. 32

NORTH CAROLINA COIN OPERATORS ASSOCIATION
Quarterly Meeting
Date Decided at Previous Meeting
Contact: Bobby Earp
(919) 584-4833

AMUSEMENT & MUSIC ASSOCIATION OF CONNECTICUT, INC.
Meetings Held When Need
Contact: Abe Fish or Gersh Weil
(203) 243-1461

ARKANSAS MUSIC OPERATORS ASSOCIATION
Monthly Meeting
Contact: Earl Gill
(501) 623-5864 or
Contact: Walter Skelton
(501) 225-6078

MUSIC & AMUSEMENT ASSOCIATION, INC. (NEW YORK)
Monthly Board Meeting
Contact: Ronald Koppelman
(212) 245-7550

Calendar of Events 1986

SEPTEMBER

NORTH CAROLINA COIN OPERATORS ASSOCIATION
September 4-7, 1986
Contact: Bobby Earp
(919) 584-4833
NC Exposition of Games & Music

MICHIGAN COIN MACHINE OPERATORS ASSOCIATION
Location and Date to be Determined
Contact: Walter Maner
(517) 372-2323
Annual Convention
Exhibits

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astounding game play, startling graphics, stereo everything and video profits you thought you'd never see again.

New Paperboy's blow-away play excitement is made possible by our revolutionary **System II.**™

A highly advanced, completely different "premier" system.

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System II is different hardware. It's an all new high-resolution monitor, a different processor, additional memory capacity and more. One of the things it lets us do is put twice the graphics and animation on the screen than on a standard raster... to deliver more realism, more action.

Paperboy is the first in a series of games designed specifically for System II. Games with unique play-action features impossible to do on other conversion systems. (Not even our incredible System I.)

Paperboy delivers non-stop fun!

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SYSTEM II™

Advanced Atari System II Paperboy features high-resolution graphics, super realistic detail, incredible animation and unique stereo music and sound effects. Paperboy actually talks to players through custom JBL speakers and keeps them playing to the beat of specially written music.

System II hardware is designed to be easily updated with future high-resolution game kits.

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